

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

#### To our readers

These graphics and tables represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. No actual price data is released. We provide this information on a weekly basis.

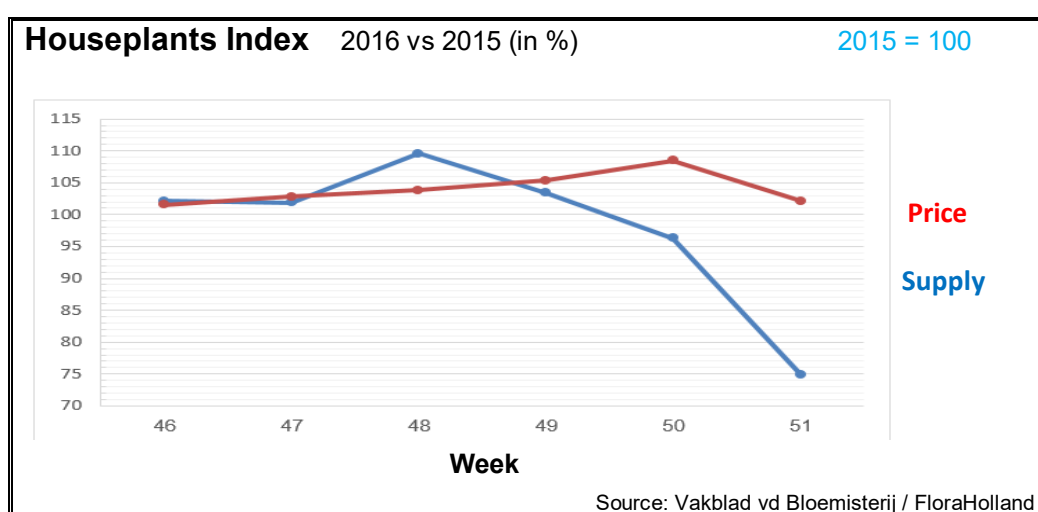
The Market Insider team

Week No. 51-2016

Date: 28/12/2016

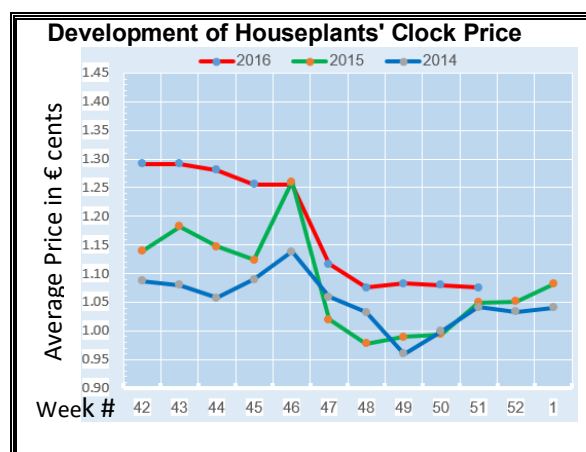
#### The Royal FloraHolland flower auctions' weekly supply and price index

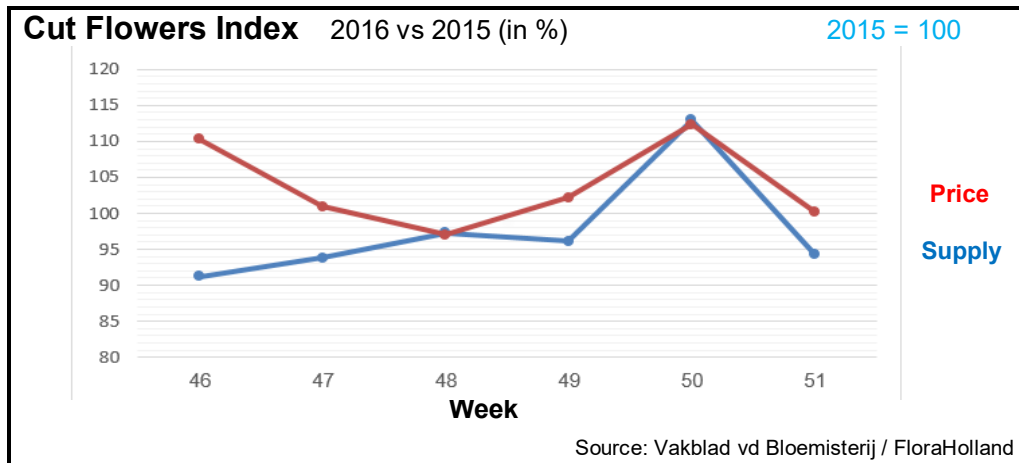
(Representing the relative supply and average price, compared to the same weeks of last year)



#### Actual relative supply and average price compared to the same weeks of last year

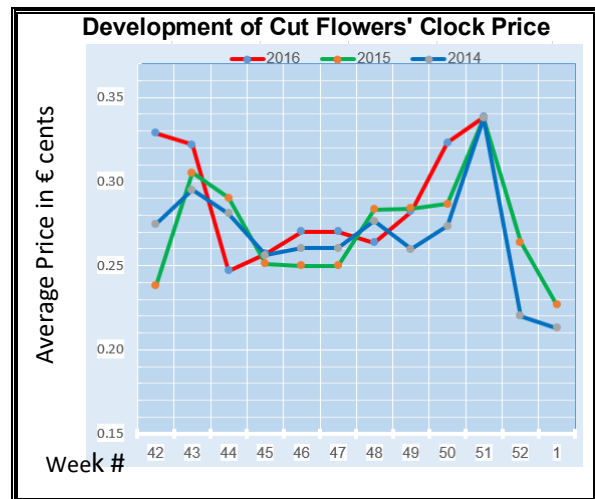
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-26%	-0.1%
Hyacinth	-28%	6.5%
Arrangements	-34%	1.8%
Euphorbia pulcherrima	-59%	-3.9%
Kalanchoe	-30%	21%
Rose	-6.5%	-2.8%
Anthurium	-43%	16%
Hippeastrum/Amaryllis	-22%	-7.0%
Various Houseplants	84%	7.8%
Dracaena	22%	-1.8%
Oxalis	458%	51%
Cyclamen	-34%	-1.3%
Ficus	5.2%	-5.3%
Dendrobium	-5.2%	-5.3%
Spathiphyllum	-12%	14%
<b>Total top 15</b>	<b>-27%</b>	<b>4.1%</b>
<b>Total Houseplants</b>	<b>-25%</b>	<b>2.2%</b>





Actual relative supply and average price compared to the same weeks of last year

Top 20 Cut Flowers	Quantity	Price
Roses Big	-10%	3.7%
Chrysanthemum Spray	-7.6%	0.0%
Hippeastrum/Amaryllis	-34%	64%
Tulip (single)	27%	-11%
Gerbera mini	8.6%	7.3%
Liliy Oriental	-11%	-18%
Chrysanthemum Single	-15%	4.7%
Cymbidium large (packed)	-14%	-20%
Cymbidium large (stem)	-25%	38%
Ilex	-53%	57%
Chrysanthemum Santini	-2.0%	7.9%
Gerbera Big	20%	-12%
Roses Small	-14%	-5.2%
Eustoma Lisianthus (full)	16%	24%
Rose Spray	-14%	23%
Lilium LA-hybrids	3.8%	-12%
Alstroemeria	15%	-25%
Anthurium	-26%	0.4%
Gypsophila	21%	-8.7%
Freesia Single	-13%	12%
<b>Total top 20</b>	<b>-5.3%</b>	<b>0.6%</b>
<b>Total Cut Flowers</b>	<b>-5.7%</b>	<b>0.2%</b>



Much higher clock prices also for: asclepias, aster, eucalyptus, grevillea, and narcissi.

Much lower clock prices for: helianthus, scabiosa, solidago, trachelium, and wax flower.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



**Abbreviations used in the report**

AUS	= Australia	MAL	= Malaysia
CHI	= China	NLD	= Netherlands
COL	= Colombia	NZL	= New Zealand
ECU	= Ecuador	PHI	= Philippines
HAI	= Hawaii	SGP	= Singapore
IND	= India	TAI	= Taiwan
ISR	= Israel	THA	= Thailand
ITA	= Italy	USA	= United States
KEN	= Kenya	ZAF	= South Africa
KOR	= Republic of Korea	ZWE	= Zimbabwe
SLA	= Sri Lanka	VIE	= Vietnam

**Price Information: Floriculture Products - Japanese Markets (4 Auctions)**

**Issue No. W51 Date: 28/12/2016**

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and  
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

**week number : 51 in : 2017**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate 1 US\$ = 117.60 Yen**

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>36,052,085</b>					
Alstroemeria -- D	213,200	19	350	118	1.01	
Alstroemeria -- I	84,613	8	120	49	0.41	COL ISR NLD
Ammi majus -- D	48,236	16	130	59	0.50	
Ammi majus -- I	900		78	44	0.37	
Anigozanthos -- D	0					
Anigozanthos -- I	3,750		100	51	0.43	AUS NLD ZWE
Anthurium Pink -- D	32		350	192	1.63	
Anthurium Pink -- I	6,933	1	200	62	0.53	THA
Anthurium Red -- D	182		220	176	1.49	
Anthurium Red -- I	13,970	10	230	99	0.84	AUS THA USA ZAF
Anthurium White -- D	95		180	92	0.78	
Anthurium White -- I	3,122	1	170	78	0.66	THA
Banksia -- D	101		300	102	0.87	
Banksia -- I	4		153	153	1.30	AUS NZL
Bupleurum -- D	13,930		150	76	0.64	
Bupleurum -- I	0					
Calla -- D	38,727	15	350	111	0.94	
Calla -- I	7,935	10	300	143	1.21	NLD NZL
Carnations Spray -- D	217,972	10	160	61	0.52	
Carnations Spray -- I	2,011,943	3	170	34	0.29	COL
Carnations Standard -- D	301,331	7	160	53	0.45	
Carnations Standard -- I	1,974,287	1	170	33	0.28	COL
Chrysanthemum Spray -- D	1,812,395		170	48	0.41	
Chrysanthemum Spray -- I	2,227,063		159	47	0.40	KOR
Delphinium -- D	68,936	3	400	156	1.32	
Delphinium -- I	0					
Dracaena -- D	67,029	1	200	38	0.33	
Dracaena -- I	280,699	1	130	31	0.26	SGP
Euphorbia Marginata -- D	10,636		200	70	0.59	
Euphorbia Marginata -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	265,350	34	600	200	1.70	
Eustoma -- I	79,340	60	280	163	1.39	AUS
Freesia -- D	214,665	8	85	48	0.41	
Freesia -- I	10,949	2	70	34	0.29	NLD
Gerbera -- D	458,325	7	170	45	0.38	
Gerbera -- I	0					
Gladiolus -- D	81,355	20	150	81	0.69	
Gladiolus -- I	19,090	40	135	82	0.69	NLD
Gypsophila -- D	388,856	17	2,000	79	0.67	
Gypsophila -- I	16,105	17	120	52	0.44	ISR
Heliconia Pendula -- D	1,634		120	33	0.28	
Heliconia Pendula -- I	356		700	71	0.60	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,729	15	180	104	0.88	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,815		320	203	1.73	AUS NZL ZAF
Lily Casablanca -- D	30,785	43	1,000	406	3.45	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	162,855	18	270	126	1.07	
Lily Longiflorum -- I	53,370	60	145	107	0.91	KOR NLD
Limonium Sinuatum -- D	996,190	7	141	58	0.49	
Limonium Sinuatum -- I	90		77	72	0.61	
Molucella -- D	100		90	80	0.68	
Molucella -- I	0					
Nerine -- D	50		30	30	0.26	
Nerine -- I	4,540	34	180	96	0.82	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	263,545	8	90	26	0.22	SGP THA
Orchid Cymbidium -- D	92,398	20	3,000	435	3.70	
Orchid Cymbidium -- I	1,548		600	308	2.62	NLD NZL
Orchid Oncidium -- D	8,751	25	800	196	1.67	
Orchid Oncidium -- I	207,960	16	250	97	0.83	SGP TAI THA
Orchid Phalaenopsis -- D	11,909	156	2,500	529	4.50	
Orchid Phalaenopsis -- I	14,795	195	850	594	5.05	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	221,580	8	60	28	0.23	THA
Ornithogalum -- D	0					
Ornithogalum -- I	35,461	5	90	22	0.19	NLD ZAF
Protea King -- D	0					
Protea King -- I	414		1,700	446	3.79	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,047	20	600	141	1.20	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,160	60	260	138	1.18	AUS NZL
<b>Rose Total -- D</b>	<b>799,202</b>		<b>2,500</b>	<b>102</b>	<b>0.86</b>	
<b>Rose Total -- I</b>	<b>852,405</b>	<b>1</b>	<b>1,200</b>	<b>55</b>	<b>0.47</b>	
Rose Amada -- D	12,500	27	350	193	1.64	
Rose Amada -- I	0					
Rose Avalanche -- D	64,356	30	300	105	0.90	
Rose Avalanche -- I	10,600	1	100	46	0.39	IND NLD
Rose Carpe Diem -- D	13,605	20	170	89	0.76	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	69,033	24	190	108	0.92	COL
Rose Gold Rush -- D	10,125	13	170	77	0.65	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	0					
Rose Gold Strike -- I	25,764	1	45	18	0.15	COL IND
Rose Noblesse -- D	3,250		80	44	0.37	
Rose Noblesse -- I	1,260	25	30	30	0.25	IND
Rose Red Roses D --	17,155	15	550	85	0.72	
Rose Red Roses I --	110,138		190	83	0.71	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>						
Rose Red Star -- D	6,867	47	250	128	1.09	
Rose Red Star -- I	0					
Rose Samourai -- D	67,274		300	166	1.41	
Rose Samourai -- I	27,810	7	150	105	0.89	IND
Rose Sweet Avalanche -- D	34,529	12	180	65	0.55	
Rose Sweet Avalanche -- I	3,605	5	60	32	0.28	
Rose Sweet Unique -- D	1,710	30	140	79	0.67	
Rose Sweet Unique -- I	7,480	3	100	53	0.45	
Rose Teresa -- D	2,955	20	150	75	0.63	
Rose Teresa -- I	0					
Rose Tineke -- D	10,930	7	200	93	0.79	
Rose Tineke -- I	1,160	22	50	31	0.26	IND
Rose Yves Piaget -- D	10,246	30	201	108	0.92	
Rose Yves Piaget -- I	140		170	112	0.95	NLD
Rose Spr Babe -- D	6,940	15	170	99	0.84	
Rose Spr Babe -- I	4,308	36	120	63	0.54	KOR
Rose Spr Lovely Lydia -- D	6,210	20	200	108	0.92	
Rose Spr Lovely Lydia -- I	910	55	90	63	0.54	KOR
Rose Spr Shooting Star -- D	4,360	15	200	104	0.89	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,290	36	180	124	1.06	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,740		135	81	0.69	ISR NLD
Tulip -- D	370,800	7	200	62	0.52	
Tulip -- I	13,600		120	37	0.31	NLD
Waxflowers -- D	50		3	3	0.03	
Waxflowers -- I	15,785	11	100	56	0.48	AUS
<b>Green Foliage</b>						
Beargrass -- D	7		200	100	0.85	
Beargrass -- I	530	10	300	73	0.62	USA
Leatherleaves -- D	72,490	7	65	34	0.29	
Leatherleaves -- I	331,775	1	35	17	0.14	USA
Ruscus Israel -- D	470		100	22	0.19	
Ruscus Israel -- I	6,440		80	34	0.29	ISR ITA
Ruscus Italian -- D	140		96	82	0.70	
Ruscus Italian -- I	4,750	25	70	47	0.40	ITA
Salal -- D	20		216	216	1.84	
Salal -- I	14,003	30	650	141	1.20	USA